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Outreach and Education on Traffic Safety

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Santa Cruz: Friday Night Live, Maggie McGonigle

Collaborative Health & Human Services

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Author Note

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Abstract

Distracted driving is a growing issue in Santa Cruz County. A media poster campaign was designed to raise awareness around distracted driving and empower youth as passengers to reduce distractions in their community. The campaign was designed for Branciforte Middle School students, faculty and staff, parents, and the surrounding community. The Friday Night Live staff and youth created posters that were placed around their campus and handed out to parents. They also planned and implemented 4 lunchtime events. To measure the results, staff and youth participated in a Roadwatch activity to measure the short term and long term behavior changes in distracted driving. Both the long and short term behavior change did not meet the expected 10 percentage point decrease. Even though the expected outcome was not reached, there was still a 1.3 percentage point decrease in the long term behavior change and an 8.4 percentage point decrease in the short term behavior change. If these messages are being reached by the community, then there is hope that distracted driving can be reduced or eliminated.

Key words: Distracted driving, raise awareness, youth, media campaign, middle school,

FNL

Agency & Communities Served

Santa Cruz County: Friday Night Live is in the Santa Cruz Health Services under the substance abuse department. Friday Night Live (FNL) is a multicultural, youth driven and lead program designed to prevent alcohol, tobacco and other drug use among middle school and high school students. Friday Night Live's mission is to "build partnerships for positive and healthy youth development which engage youth as active leaders and resources in their community" (Friday Night Live, n.d). FNL promotes a healthy lifestyle in our community while developing and strengthening leadership skills in the youth. FNL staff provide youth with team and leadership building activities and games during chapter meetings. They also provide a Youth in Action Summit training that is a 3 day event for youth in the Santa Cruz County to participate and build life skills.

Programs offered at Santa Cruz Health Services are Friday Night Live, responsible alcohol merchant award (RAMA), choose your ride, street smarts, and community prevention partners. The responsible alcohol merchant award (RAMA) recognizes alcohol merchants who are actively participating in making sure youth are not able to get alcohol at their stores. The choose your ride campaign focuses on preventing driving while under the influence. Local restaurants and bars in Santa Cruz County are encouraged to participate in community outreach by promoting a safe ride home on nights out. Street Smarts is a campaign that focuses on reducing the number of traffic-related crashes and injuries in Santa Cruz for drivers, bicyclists, and pedestrians.

The community served include 46 counties in California who participate in Friday night live and club live. The program participants include middle school and high school students.

Overall, FNL has approximately 2,054 participants, with about 64.3 percent female and 34.9 percent male between the ages of 12-16 years (YDS, 2017-18). In Santa Cruz county, seven schools participate in FNL. These schools include; Branciforte Middle school, Ceiba High School, Evening Center, Juvenile Hall, Lakeview Middle School, Soquel High School, and Watsonville High School. Branciforte Middle School has approximately six youth members who participate weekly. There are four males and two females of all different races. The group ranges from Caucasian to Hispanic.

Problem Description

Distracted driving in our community is an issue. Distracted driving is driving while doing another activity that takes your attention away from the road. In Friday Night Live, the youth throughout the 32 counties in California participated in Roadwatch to survey distracted driving on 82 intersections near school communities. In Santa Cruz county, 33 participants observed the surrounding intersections around the seven schools who participate in FNL. Statewide there were a total of 11,352 observed distracted drivers within an hour (FNL, 2018). In Santa Cruz County, there were a total of 586 observed distractions from a total of 2,575 vehicles within an hour (22.75 percent). This has an effect on the community and our youth because cars can be a deadly weapon and need the full attention of each individual.

Contributing Factors

The increase and accessibility of technology is providing people the impulse to drive while on their phones because it has been widely accepted as an efficient way of communicating. Drivers in the community “seem to be aware of the dangers associated with using technology while driving, but underestimate the impact of cell phone use on their own driving performance”

(Overton, Rives, Hecht, Shafi, Gandhi, 2015). As technology grows, we become accustomed to having our phones on us at all times, even while driving. Radio can be a distraction because we are focused on what is being heard or changing channels. Our technology located in our cars is also a factor. Our cars are even becoming more advanced with screens and artificial intelligence.

Lack of time management also contributes to driving distracted as people do not take enough time to eat and get ready before getting into the car. Drivers are not giving themselves enough time in the day that they feel rushed, so they make up for it while in the car driving from place to place. Unfortunately, cell phone use is not the only distraction while driving. Law enforcement does not have a law regarding other distractions such as applying makeup, eating, smoking, or other distractions. This allows drivers to participate in other activities while in the car because their time is limited throughout the day.

Not only are there physical attributes that cause distracted driving, but there are also the cognitive distractions that affect the ability of a person driving. According to John Diether, “cognitive distractions cause your mental focus to drift while driving” (n.d.). Personal issues, stress, and decision making all contribute to your abilities to perform while driving. Stress can affect your mind set and take your mind to other things even when in the car. Personal issues can bring upon stress that takes your mind off of the road, putting the driver and others at risk.

Consequences

Two major consequences of distracted driving are death and injuries. While driving distracted, you are risking your life and others. The National Center for Statistics and Analysis stated that “there were 3,477 people killed and an estimated additional 391,000 injured in motor

vehicle crashes involving distracted drivers” (2015). Cell phone use and other distractions unnecessarily increase the mortality rate of our community.

The cost of distracted driving can become a consequence because when people are getting ticketed for their actions, they have to deal with the finances. The fines for getting a texting and driving ticket can be very expensive. According to Michon, “the total for a first violation will likely exceed \$150, and a second or subsequent offense can cost over \$250” (n.d.). Getting a ticket and in an accident can play a role in the increase of your insurance. “Nationally, auto insurance premiums have increased 16% since 2011, correlating with the increase in distracted driving accidents” (National Association of Insurance Commissioners, 2018). The increase of cost is determined by the increase of driving distracted.

Problem Model

Contributing Factors	Problem	Consequences
Increase in Technology	Distracted driving in our community is an issue.	Death
Lack of Time Management		Injuries
Cognitive Distraction		Cost of distracted driving

Capstone Project Description and Justification

Capstone Project

A capstone project that was implemented through the Friday Night Live chapter at Branciforte Middle School (B40) to address traffic safety in the community of Santa Cruz County through education and outreach. The project focused on empowering passengers to

reduce distractions in Branciforte Middle School's surrounding neighborhoods. The youth created posters that were placed around their campus and posted on FNL social media accounts. Also, the youth planned and implemented lunch time activities at B40 to raise awareness regarding distracted driving for the other students and faculty at their school. These messages raised awareness around distracted driving, empowered youth to speak up when they feel unsafe in a vehicle due to distracted driving behavior, limit passenger distractions and offer help in using devices for their drivers. This allowed the youth to make an impact on the way the community perceives distracted driving. Through outreach and education, the youth will be able to see the importance of traffic safety and how distracted driving can greatly affect their community.

Project Implementation

In previous years, Branciforte Middle School Club Live developed and implemented Street Smarts traffic safety assemblies to the elementary schools in Santa Cruz School District. The youth focused on passenger, bicycle, and pedestrian safety for three elementary schools. The assemblies raised the awareness for the B40 Club Live students necessary to take action about distracted driving around their school. The students action plan was to create messages directed toward their classmates, staff, parents, and the surrounding neighborhood as a cue to action and empowerment.

In the 2018-2019 school year, the project consisted of weekly chapter meetings at Branciforte Middle School to discuss and plan educational messages around distracted driving prevention. The youth expanded their traffic safety project to include designing and distributing print campaigns, social media posts, a newsletter sent to parents, and lunch time events. Lunch

time events reached the students on the B40 campus by actively participating in many forms of games and activities which included crosswords, trivia, and guessing games (See Appendix D). The print campaigns reached students, faculty, and the surrounding neighborhoods with flyers that were placed in teachers' classrooms as well as handed out to parents. Youth created a distracted driving focused message to be included in the B40 newsletter. We also posted the flyers on the FNL social media page. There was a short-term and long-term behavior change Roadwatch activity that determined what distractions we were seeing in our community and whether there was a reduction of distractions while driving. Materials that had been developed are messages that reached students, faculty, and parents to reduce the risk of distracted driving. There also needed to be materials for all lunchtime activities and meetings. This project was estimated to be completed by the end of May. A detailed implementation plan and timeline can be seen in the Scope of Work in Appendix A.

The FNL team had been a part of this project to help guide the youth into the best outcome in their campaign. The youth had the role and responsibility to expand the education around distracted driving to the students, faculty, and parents at their school. The youth as well as the FNL staff collaborated on messages to prevent distracted driving. The FNL staff had the responsibility to attend weekly meetings at B40 and provide all materials for each activity. The participation of Branciforte Middle School administration was essential for this project as there needed to be administration approval and support for this project to work efficiently. The resources needed to implement the project came from being in communication with the Office of Traffic Safety partnership, as they had funded our campaign around distracted driving.

Project Purpose

The purpose of this project was to educate the Branciforte Middle School community around distracted driving through a prevention campaign. This project was expected to raise awareness around distracted driving and empower youth to speak up when they feel unsafe in a vehicle due to distracted driving behavior. By limiting passenger distractions and offering to help in using devices for their drivers our youth can provide a safer environment while on the road. The FNL staff and youth wanted to be able to raise awareness in order for our community to change the impulses of using our phones, not having efficient time management and driving while being under stress and other emotional distractions.

Project Justification

This project focused on distracted driving because as a society we are consumed by many distractions that affect our ability to drive safely. Last year, there were 23 percent points observed distractions around the B40 community that could have resulted in an injury or death (FNL, 2018). By developing and implementing a prevention campaign, the community can become aware of their surroundings and behaviors while driving. Street Smarts is a public education campaign that works to reduce traffic related injuries and crashes throughout Santa Cruz County. They have been building on two years of a successful traffic safety campaign while continuing to build partnerships with the county of Santa Cruz, the Santa Cruz County Office of Education and the cities of Watsonville, Scotts Valley, and Capitola (City of Santa Cruz, n.d).

Project Results**Project Activities**

A media poster campaign was designed to raise awareness around distracted driving and empower youth as passengers to speak up in order to reduce distractions in their community. Youth used their knowledge and education to create flyers that were given to teachers to place in their classrooms in order to reach other youth at B40. Youth participated in 4 lunchtime events to raise awareness around Distracted Driving. During this campaign, we did not use our social media posts and a newsletter as a measurable component.

Findings/Results

Assessment

Long term behavior change: In order to measure the effectiveness of this project, the youth and the FNL staff participated in a roadwatch activity. Roadwatch is a one-hour, state-wide data collection event to assess driving behaviors near schools during a high traffic time. FNL chapters count the number of distractions in an identified intersection from 7:00am-8:00am. During this observation, we observe hand held cell phone use, hands free cell phone use, passenger behaviors, eating and drinking, personal grooming, animals, loud music, reaching for items, and reading. There was a year follow up observation from October 2018, in October 2019 to determine if there had been a long term change in the amount of distracted drivers from our campaign. To see the Roadwatch Survey see appendix E.

Short term behavior change: In May 2019, the youth participated in a short-term behavior change Roadwatch. There was a pre and post survey Roadwatch to see if our distracted driving prevention campaign had made any short term behavior changes during the school year. In this short term Roadwatch survey, we observed distraction during a different high traffic time,

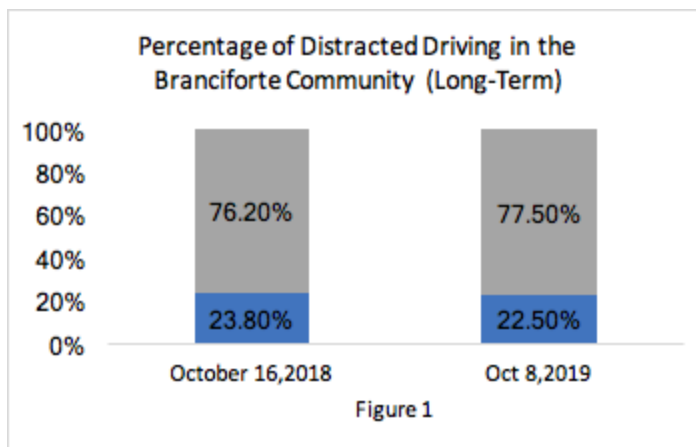
observing behaviors after school from 3:00pm-4:00pm. We had observed the same distractions just different time frames. For more information see appendix E.

Procedure for counts: There were three flyers distributed to 32 teachers mailboxes, 120 flyers distributed to parents by handing out flyers to youth walking to parents car, home or riding home on bikes during pick up. Sign in sheets were used during lunch time activities to measure the total of participants (See Appendix F).

Outcomes

The expected outcomes from this project would be to have a decrease in distractions while driving in the Branciforte community through three outcome measures described above- long term survey; short term; the count of participants.

Long term behavior change survey: In October 2018, we observed 23.8 percentage points distractions within an hour and hoped to decrease those distractions by 10 percentage points in a follow up observation one year later. In October 2019, 22.5 percentage points

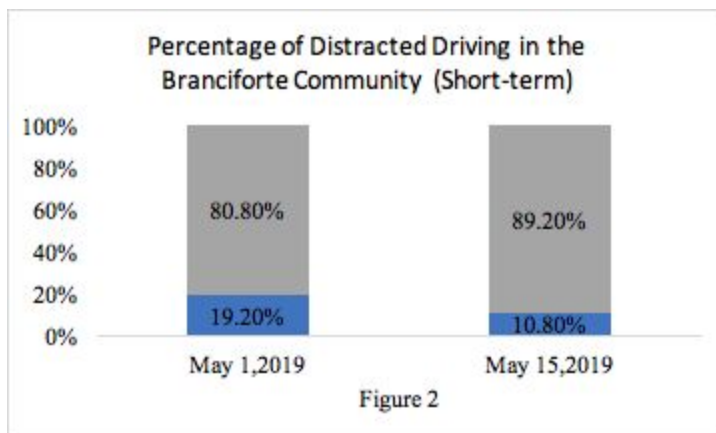


distractions were observed. In figure 1, there is evidence that the expected outcome of a 10 percentage point decrease was not met, but could see a 1.3 percentage point decrease. There is an assumption that the expected outcome was not met because new

students and families were not aware of the dangers and campaign around distracted driving when the post-survey happened in the new school year. Throughout the roadwatch, the

observations showed more people eating their breakfast and drinking coffee in the morning. Reaching for items such as phones, food, drinks, etc, was also observed more commonly during the long term behavior change. It was also noticeable that the FNL staff and youth being outside observing drivers became more of a distraction to drivers than their normal morning routines. A positive long term behavior change that was seen during this roadwatch was when a lady with a child in her car, pulled over (not to drop children off), parked and pulled out her phone. As soon as she was done she put her phone down and proceeded to drive.

Short term behavior change survey: During the short term behavior change, there was an expected 10 percentage points decreased from the pre and post roadwatch results of distracted drivers in the B40 community. During the pre roadwatch survey, we observed 19.2 percentage points distracted while driving. After the distribution of flyers during pick up, the post survey roadwatch took place. In the post survey roadwatch, we observed 10.8 percentage points



distracted while driving. Figure 2 shows the decrease in distractions throughout the short term behavior change. This did not achieve the expected outcome, but saw an 8.4 percentage point decrease from the pre survey roadwatch. The assumption was

that not all parents and community members were receiving the campaign materials. It was also assumed that not all people had taken the campaign seriously because there was no true consequences to those participating in driving distracted. During the short term behavior change,

the most common behaviors that were observed was the use of cell phones, both hand-held and hands-free devices. FNL staff and youth also observed that there were animal distraction seen during the afternoon pick ups.

Participant counts: The amount of participants expected to reach were 100 students, parents, and faculty through 150 flyers and 150 student participants at lunch time. The count of participants reached was 482 students, 35 faculty and staff, and 100 parents. During the 4 outreach lunchtime activities, there was a count of 122 students reached. To see a more detailed table of the participants reached during the implementation process see Appendix B.

Conclusion & Recommendations

An awareness campaign around distracted driving is important for Santa Cruz County in order to see a decrease in the actions people take while in their cars. This year there was 11.66 percent points of distractions observed in Santa Cruz County. From last year, the county decreased 11.09 percentage points overall. If there continues to be distracted driving campaigns throughout the county we can hope to continue to see a decrease.

If the messages are reaching students, faculty, and parents then the youth and FNL staff can expect that the community and neighborhoods around B40 are becoming aware and decreasing their actions around distracted driving. Continuing awareness on distracted driving is necessary as new students are transitioning into middle school and are not aware of the dangers around driving distracted. It is recommended that if outreach is continued in the Branciforte community, then there can be an expected decrease by 10 percentage points in the future. The project needs to be planned and implemented as early as possible, so that youth can be engaged from start to finish. The communication and support between school administration is

recommended to continue to grow in order for projects to be implemented properly. It is also recommended that law enforcement gets involved to help the problem become clear and real for people in our community. For the future Roadwatch measurements, there should be a change of the time to meet the high traffic times in certain communities in order to get a full assessment of the distractions displayed by their community.

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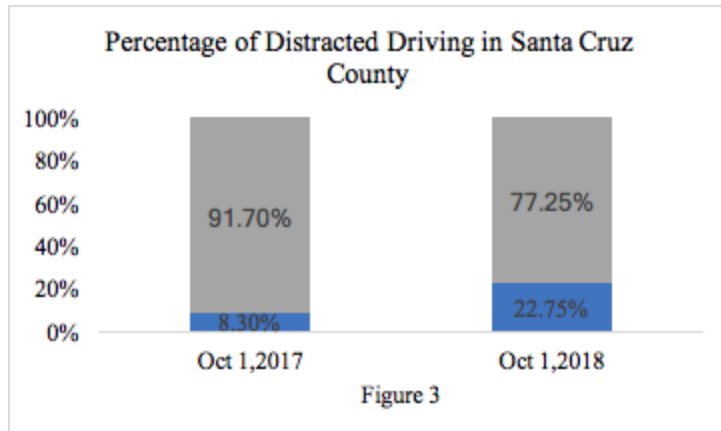
Appendix A

Scope of Work

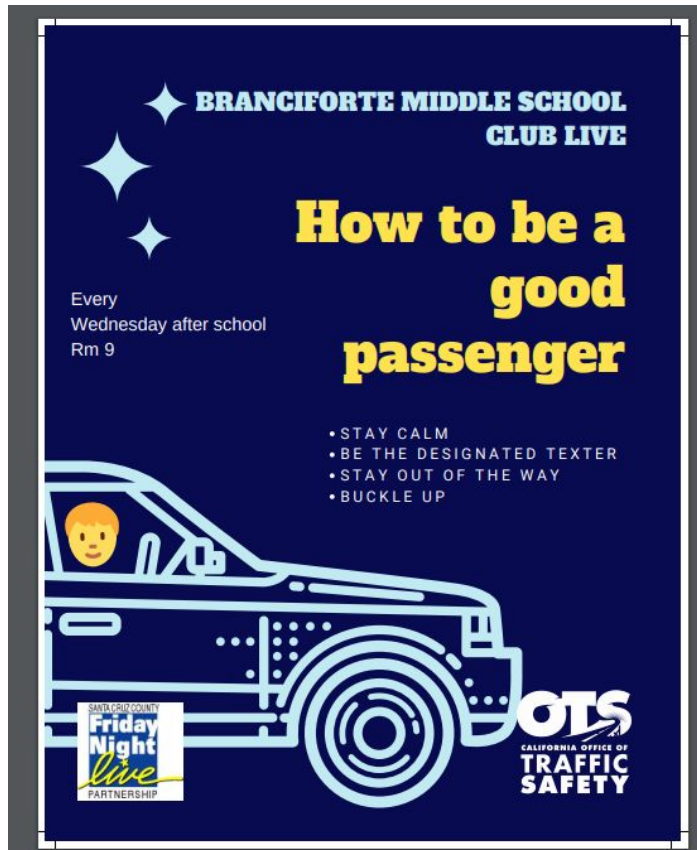
Activities	Deliverables	Timeline/Deadlines	Supporting Staff
Discuss Capstone Project ideas with mentor	Final Capstone Approved	November	Maggie
Schedule initial meeting with administration	Met with Vice Principal	March 4	Maggie/Nick
Developed Lunch time activity	Chapter activity and Approval of materials	March 13	Nick
On-Campus Lunch Time Activity	50 youth participated	March 18	Maggie/Sara/Abbey//Nick
Discussed the possible audiences	Youth realized the posters need to be altered for other youth without license	March/April	Nick
Create and get approval of Posters	Approved by CFNLP	April 10	Maggie/CFNLP
Poster Campaign	3 posters delivered out to 32 teachers	April 17	Maggie/Brenda
Develop lunch time activity	Approval of materials	April 26-29	Maggie
On-Campus Lunch Time Activity	50 participants	April 29	Monica/Abbey
Roadwatch Presurvey	19% distractions observed	May 1	Maggie
Development of lunch time activity	Approval of materials	May 1	Maggie
On-Campus Lunch Time Activity	50 of participants	May 8	Maggie/Monica/Abbey
Distribution of flyers during pickups	120 posters delivered out to parents	May 8	Maggie/Abbey
Preparation for Post Roadwatch	Roles assigned	May 13	Maggie
Roadwatch Post Survey	10% distractions observed	May 15	Maggie
Final Roadwatch	# or % distraction observed	October	Mary

Appendix B

Participants	Count
Overall students	482
Faculty and Staff	36
Parents	100
Student during Lunch time events	122




Appendix C



Branciforte Middle School
Club Live

ONE TEXT OR
CALL CAN
WRECK IT ALL



SAN JOSE COUNTY
**Friday
Night
Live**
PARTNERSHIP

Every Wednesday
after school Rm 9

OTS
CALIFORNIA OFFICE OF
**TRAFFIC
SAFETY**



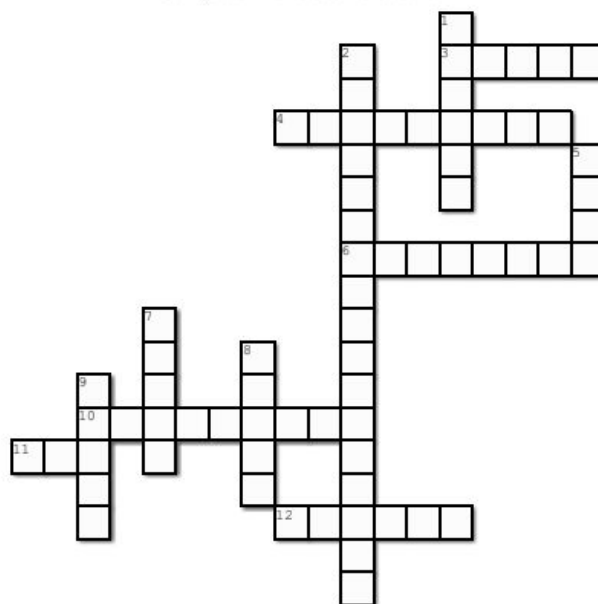
Appendix D

Lunch Time Activity #1: Crossword Puzzle

B40 Club Live: Distracted Driving

Complete the crossword below

Name: _____



Created using the Crossword Maker on TheTeachersCorner.net

Across

3. A distraction used to listen to music
 4. A _____ can send a text for you if you are driving so that you don't text and drive
 6. Name of club that meets on Wednesdays in Rm 9 after school
 10. Person riding in a car
 11. Another name for automobile
 12. Person driving a car

Down

1. There is no safe way to consume food or _____ while driving your vehicle.
 2. Using your cellphone and eating is a form of _____
 5. Texting and driving is not _____
 7. What you can cause if you text and drive
 8. Keep your _____ on the wheel and eyes on the road
 9. What month is Distracted Driving Awareness

Lunch Time Activity #2: Trivia Game

<p>1. What is wrong with the picture?</p> 	<p>2. What is wrong with the picture?</p> 
<p>3. What are the differences between hand held devices and hands-free devices?</p>	<p>4. As a passenger, what are two ways you can help the driver from being distracted?</p>
<p>5. What is wrong with the picture?</p> 	<p>6. What is wrong with the picture?</p> 
<p>7. What is wrong with the picture?</p>	<p>8. True/False: Animals are a form of a distraction.</p>



9. What is wrong with the picture?

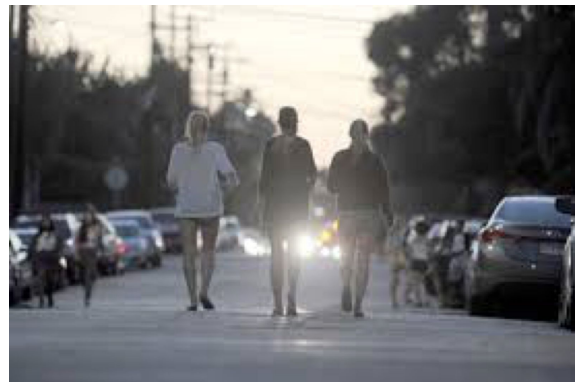


10.

What are 4 different forms of distraction?

11. What do you think was the most observed for drivers; eating/drinking, loud music, or use of hand-held devices in our community?

12. What is wrong with the picture?



Appendix E

ROADWATCHTuesday October 8th, 2019

Location: _____

(Cross Streets, City & County)

Date: _____ Time: _____

Distractions	Personal Vehicles: Adult driver w/ young passenger(s)	Personal Vehicles: All other drivers	Work Vehicles
Use of Hand-held Device			
Use of Hands-free Device			
Passengers			
Eating or Drinking			
Personal Grooming			
Animals			
Loud music			
Reaching for an item			
Reading			
Other:			
Other:			



ROADWATCH

Tuesday October 8, 2019

Use this sheet to tally the total number of all cars that passed through the observed intersection (distracted & non-distracted).

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Appendix F

Friday Night Live Sign in Sheet (SCCFNLP)

Date: _____ Chapter/ Location: _____ Length of Time: _____

FNL Staff: _____

Please print clearly



F

	First Name	Last Name	Phone Number	Email	Grade
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					